R.J. Reynolds Tobacco Company

Reese P. Stanley
Key Account Manager

P.O. Box 6151
Leesburg, VA 22075
(703) 777-8538
Fax (703) 777-6028

Sent Via Electronic Mail

May 17, 1996

TO:

ROU #1310	ROU #1210	ROU #2910
ROU #1710	ROU #2110	

(Distribute to all personnel)

RE: ***F.A. Davis & Sons --- Account #146880***
MD-VA-NC Wholesalers (Davis/Baltimore) --- Account #699713
MD-VA-NC Wholesalers (Davis/Ashland) --- Account #699715

Ladies and Gentlemen:

Great News! Mr. Bill Kaiser, President, has approved utilization of Forsyth Accrual Fund to implement a ***$1.00 off invoice*** promotion on all cartons of our Pilot Private Label through all (3) branches of F.A. Davis. Subject promotion will begin ***Monday, May 27***, and continued through ***July 31, 1996***.

Obviously, outlined promotion allows RJR another excellent opportunity to ***grow*** our Savings business, especially with areas serviced by branches formerly Eli Witt. In addition, with Region Manager approval, the Doral Share of Category Program allows another tool to further "bundle" RJR ***total*** Partners Program.

To assist you in your efforts to ***introduce***, ***expand*** and ***grow*** your Pilot distribution, we have included the following:

- Prebook Forms for (3) Branches --- Former Eli Witt locations have different Code Numbers from F.A. Davis.
- Flyer to utilize in your selling efforts at retail.

An ***excellent*** opportunity exists! Your assistance and follow-through to presenting and selling Pilot to all accounts serviced by Davis is greatly appreciated.

Sincerely,

Reese
R.P. Stanley
KAM - #2940

RPS:jk
cc: G.A. Young
J.R. Loftin, Jr.
P.E. Schmidt
M.A. Young
W.F. Tucker
KAM J.M. Birlin -- Please ensure Ashland is prepared for orders - Thanks.

1off-Inv.doc

51853 0723

Source: https://www.industrydocuments.ucsf.edu/docs/qjmn0000

F.A. Davis/Davis Distributors

is pleased to offer a Special Promotion

on our ***PILOT*** Brand

Cigarettes!

During period *May 27 - July 31, 1996,*

all ***PILOT*** product will be

sold at

$1.00/Carton off-Invoice

Promotion allows for you to purchase a ***Quality*** cigarette at a ***Great Price***! In addition, distribution will allow for full participation in R.J. Reynolds' Partners Programs.

Please speak to your Davis or RJR Representative for details!

51853 0724

Source: https://www.industrydocuments.ucsf.edu/docs/qjmn0000

PILOT PRIVATE LABEL

Davis Distributors
Glen Burnie/Ashland Branches

Store Name: _____

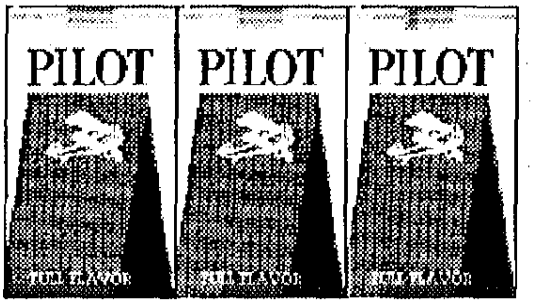
Address: _____

_____

_____

Davis Distributors Account Number: _____

Ship Date: _____



Style	Quantity	Item Number
Full Flavor King		2125839
Full Flavor Box		2125763
Light King		2125714
Light Box		2125771
Menthol Light		2125730
Full Flavor Menthol		2125748
Ultra Light		2125722
Non-Filter		2125755
Full Flavor 100		2125789
Light 100		2125797
Menthol Light 100		2125813
Full Flavor Menthol 100		2125821
Ultra Light 100		2125805

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Store Signature RJR Representative

Source: https://www.industrydocuments.ucsf.edu/docs/qjmn0000

PILOT INTRODUCTION

Store Name: _____

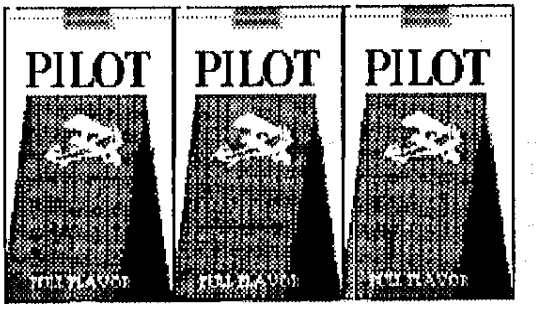
Address: _____

_____

_____

F.A. Davis Account Number: _____

Ship Date: _____



Style	Quantity	Item Number
Pilot Full Flavor		844519
Full Flavor 100		844500
Light		844535
Light 100		844527
Light Menthol		844578
Light Menthol 100		84456X
Ultra Light		844551
Ultra Light 100		844543
FF Menthol		844594
FF Menthol 100		844586
Non-Filter		844608
FF Box		844616
Light Box		844624

Display	Quantity	Item Number
4 Tray Pack Display		844470
Modular Floor Display		844489
Small Dump Bin		844497

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Store Signature **RJR Representative**

Source: https://www.industrydocuments.ucsf.edu/docs/qjmn0000

PILOT PRIVATE LABEL

Davis Distributors
Glen Burnie/Ashland Branches

Store Name: _____

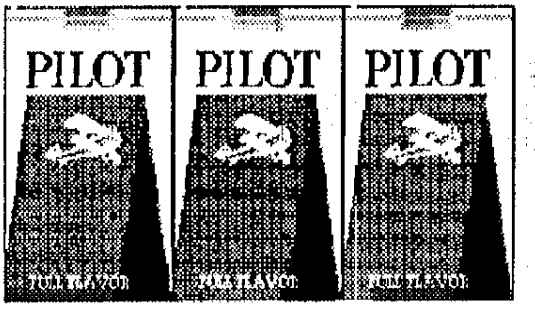
Address: _____

_____

_____

Davis Distributors Account Number: _____

Ship Date: _____



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Full Flavor 100		2125789
Light 100		2125797
Menthol Light 100		2125813
Full Flavor Menthol 100		2125821
Ultra Light 100		2125805

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Store Signature _____

RJR Representative _____

Source: https://www.industrydocuments.ucsf.edu/docs/qjmn0000

PILOT INTRODUCTION

Store Name: _____

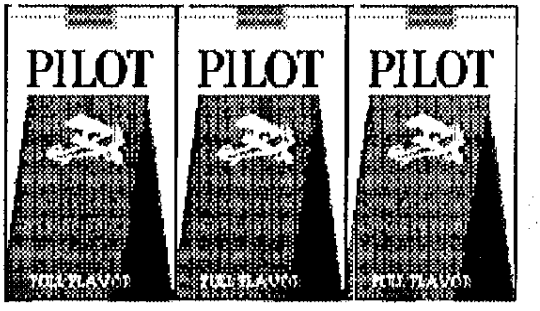
Address: _____

_____

_____

F.A. Davis Account Number: _____

Ship Date: _____



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FF Menthol 100		844586
Non-Filter		844608
FF Box		844616
Light Box		844624

Display	Quantity	Item Number
4 Tray Pack Display		844470
Modular Floor Display		844489
Small Dump Bin		844497

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Store Signature **RJR Representative**

Source: https://www.industrydocuments.ucsf.edu/docs/qjmn0000